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a product model that prices defines list values the bid using stored price data and costs the values using stored cost data;

and

2. The system of claim 1, further including .

3. The system of claim 1, further including a benefits model that calculates one or more benefits of target pricing in comparison to a pre-existing pricing approach.

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5. The system of claim 1, wherein the product model and the competitor price model are n-dimensional with stored data reflective of at least price and cost, and wherein the system pricing the value, costing the value, and calculating an equivalent competitor net price are performed by iterative linear interpolation of the stored data.

6. A target pricing system for obtaining an optimum bid, the target pricing system resident on one or more host processors in connection with one or more data stores, the target pricing system comprising:

a product model that prices defines list value the bid using stored price data and costs the bids using stored cost data;

a competitor net price model that calculates an equivalent competitor net price for the bid;

and

a market response model that calculates the probability of winning the bid as a function of price; and

an optimization model that determines the competitive response to any potential bid and computes a target price that maximizes expected contribution.

7. The system of claim 6, further including using a benefits model that calculates one or more benefits of target pricing in comparison to a pre-existing pricing approach.

19. The system of claim 6, wherein the target pricing system further calculates a target range for the target price using the constraints of the strategic objective objects and determines the target price for the bid that is within the target range.

20. The system of claim 19, wherein the target range is calculated based upon a predetermined plus or minus range around from the maximum expected contribution.

21. The system of claim 19, wherein the target range is calculated based upon a predetermined plus or minus range around greater and lesser than the calculated optimum target price.

22. The system of claim 6, wherein the target pricing system is resident on one or more processors in a local network of a user of the target pricing system.

23. The system of claim 6, wherein the system includes a target pricing data store including at least the price data, cost data, and historical data, and additional business metrics such as margin, volumes, and revenues.

24. The system of claim 6, wherein the one or more processors of the target pricing system are remotely located from the user of the target pricing system and accessible from a remote interface across the Internet.

29. The method of claim 26, wherein the step of calculating an equivalent competitor net price further includes the steps of:

retrieving a price from the product model for a specific value; and

applying a discounting model to the price to determine a competitor net price for the specific value.

30. The method of claim 29, further including the step of overriding the calculated equivalent competitor net price if the calculated competitor net price falls outside a predetermined range.

31. The method of claim 26, wherein the market response model includes coefficients for market response predictors based upon historical data, and for a specific value, the step of calculating the probability of winning the bid includes the steps of:

evaluating price-independent predictors; and

generating a market response curve from which an estimated probability of winning with the value is calculated.

32. The method of claim 31, wherein the step of evaluating price-independent predictors is evaluating price independent predictors for at least the customer, the order, and the product.

33. The method of claim 32, further including the step of evaluating static and variable price-independent predictors.

obtaining a pre-determined maximum or minimum margin on the value; and
obtaining a pre-determined maximum or minimum success rate on the value.

38. The method of claim 26, further including the step of calculating a target range for the value.

39. The method of claim 38, wherein the step of calculating a target range is a step selected from the group of:

calculating a target range from the maximum expected contribution; and

calculating a target range based upon the optimum target price.

40. A target pricing system for obtaining an optimum value, the target pricing system resident on one or more host processors in connection with one or more data stores, the target pricing system comprising:

product model means for creating a product model that prices defines list values the bid using stored price data and costs the values using stored cost data;

competitor net price model means for creating a competitor net price model that calculates an equivalent competitor net price for the value; and

market response model means for creating and
a market response model that calculates the probability of winning with the value as a function of price.

41. The system of claim 40, further including .

an optimization model means for creating an optimization model that determines the competitive response to any potential value and computes the target price that maximizes expected contribution.

42. The system of claim 40, further including a benefits model means for creating a benefits model that calculates one or more benefits of target pricing in comparison to a pre-existing pricing approach.

43. The system of claim 42, wherein the product model means, competitor net price model means, market response model means, optimization model, and benefits model are objects implemented in software on the one or more processors of the target pricing system.

44. The system of claim 1, wherein the product model and the competitor price model are n-dimensional with stored data reflective of at least price and cost, and wherein the system pricing the value, costing the value, and calculating an equivalent competitor net price are performed by iterative linear interpolation of the stored data.